



2004-2005 Flu/Pneumonia Immunization Campaign Toolkit

The Missouri Diabetes Prevention and Control Program is excited to provide you with a campaign toolkit to address the need for persons with diabetes to receive their flu and pneumonia immunizations. According to 2002 & 2003 Behavioral Risk Factor Surveillance System (BRFSS) data, 38.8% of all Missouri adults with diabetes are not immunized against influenza and 49% are not immunized against pneumococcal disease, the most frequent causes of pneumonia. This is a very discouraging statistic as death rates among people with diabetes increase by 5-15% during flu epidemics.

Our campaign is targeted at younger Missourians (age 25-54) with diabetes, a population which is particularly vulnerable to complications from influenza-like illnesses and pneumonia. Across the nation, persons of this age group with diabetes are **four times** more likely to die from flu and pneumonia than people of the same age who do not have diabetes. Your promotion of flu and pneumonia immunizations among people with diabetes can prevent unnecessary hospitalizations and deaths in Missourians.

Toolkit Contents

- Ideas for Flu/Pneumonia Community Campaign Promotion
- Request for Literature form to order unlimited quantities of the Centers for Disease Control and Prevention "Life Preserver" literature from the Missouri Department of Health and Senior Services Warehouse
- Fact Sheet: Influenza and Pneumonia in People With Diabetes
- Flu Vaccine Facts & Myths Flyer
- Public Service Announcement Scripts
- Two Sample Press Releases
- Other Flu/Pneumonia Immunization Campaign Resources

Radio and television PSAs can be requested from the Missouri Diabetes Prevention and Control Program if you want to encourage local radio and television stations to support your community efforts.

If you have questions about this toolkit or want to request PSAs, please contact Diane Rackers at (573) 522-2873 or by e-mail at racked@dhss.mo.gov.

IDEAS FOR FLU/PNEUMONIA COMMUNITY CAMPAIGN PROMOTION

The suggestions outlined below will help promote the influenza (flu) and pneumonia immunization awareness program and its message beyond placing news stories and PSAs with traditional media. Feel free to adapt them or create your own to fit your particular needs and resources.

Distributing Materials and Working With Partners/Activities

- Community organizations can:
 - Distribute campaign flyers and/or posters and flu shot clinic listings for display by community partners in high-visibility areas.
 - Include campaign materials in special events such as annual family reunions, ethnic festivals, health fairs, and more.
 - Contact other businesses and organizations to ask them to join the effort to raise awareness of the need for flu and pneumonia immunizations, or for permission to post flyers and posters.
 - Include campaign message in organizational meetings and/or newsletters.
 - Organize group to post campaign flyers and/or posters and flu shot clinic listings in senior centers, polling places, apartment-building laundry facilities, etc.
 - Organize car pool for those needing transportation to a local flu shot clinic.
 - Offer to assist with coordination of a local flu shot clinic.
- Places of worship can:
 - Include the flu/pneumonia campaign message and 800 phone number in service programs.
 - Distribute brochures, flyers, or handouts with service programs.
 - Display campaign flyers and/or posters in high-visibility areas.
 - Display list providing dates and locations of local flu shot clinics in high-visibility areas.
 - Sponsor program with health professional speaker to answer questions regarding flu and pneumonia immunizations.
 - Include campaign message in announcements made at services.
 - Utilize church social events to distribute brochures or handouts, display campaign flyers and/or posters, and display listing of dates and locations of local flu shot clinics.
 - Ask each congregation member to encourage one friend, relative, neighbor, co-worker, etc. to get a flu shot this year.
 - Organize car pool for those needing transportation to a local flu shot clinic.
 - Offer to assist with coordination of a local flu shot clinic.
- Beauty shops, barber shops, senior centers, and recreation centers can:
 - Display campaign flyers and/or posters in high-visibility areas.
 - Display list providing dates and locations of local flu shot clinics in high-visibility areas.
 - Place stack of brochures, flyers, or handouts at cashier counter or other prominent locations.
 - Encourage discussions to alleviate individuals' fear of getting a flu shot.
- Fire, police, and rescue departments can:
 - Take campaign materials with them when they participate in health and safety fairs.
 - Distribute brochures, flyers, or handouts to residents when they conduct fire-safety or crime-risk home checks for community residents.
- Political officials and community leaders can:
 - Encourage area businesses and community organizations to join the effort to inform the community of the need for flu and pneumonia immunizations.

- Pharmacies, grocery stores, clothing stores, shoe stores, video stores, and convenience stores can:
 - Display campaign flyers and/or posters in high-visibility areas.
 - Display list providing dates and locations of local flu shot clinics in high-visibility areas.
 - Place stack of brochures, flyers, or handouts at cashier counter.
 - Place brochure, flyer, or handout in shopping or prescription bags of each customer.
- Local library can:
 - Create display emphasizing campaign message.
 - Display campaign flyers and/or posters in high-visibility areas.
 - Display list providing dates and locations of local flu shot clinics in high-visibility areas.
 - Place stack of brochures, flyers, or handouts at reception desk or book checkout counter.
 - Distribute brochure, flyer, or handout with each book(s) checked out.
- Local businesses can:
 - Hold employee education session on importance of yearly flu immunizations.
 - Sponsor brown bag lunch seminar on importance of yearly flu immunizations.
 - Sponsor flu shot clinic for employees.
 - Display campaign flyers and/or posters in high-visibility areas.
 - Display list providing dates and locations of local flu shot clinics in high-visibility areas.
 - Distribute handout with paychecks.
- Movie theaters can:
 - Show campaign message as one of the messages on the screen before the movie begins.
 - Display campaign flyers and/or posters in high-visibility areas.
 - Display list providing dates and locations of local flu shot clinics in high-visibility areas.
- Fitness centers, gyms, dance studios, recreation centers, and social halls can:
 - Display campaign flyers and/or posters in high-visibility areas.
 - Display list providing dates and locations of local flu shot clinics in high-visibility areas.
 - Recruit fitness directors, personal trainers, and dance instructors to become campaign partners in promoting yearly shots.
- Health departments or health care settings can:
 - Distribute brochures, flyers, or handouts with paychecks to encourage health care workers to get immunized.
 - Identify patients in need of flu and pneumonia shots by reviewing patient registries and/or information systems, and send out reminders.
 - Display campaign flyers and/or posters in high-visibility areas.
 - Place stacks of brochures, flyers, or handouts in lobbies, at reception desks, or in information centers.
 - Include campaign materials in displays at health fairs or other community events.
 - Discuss need for flu and pneumonia shots with clients.
- Media:
 - Do radio and television PSAs.
 - Add flu shot clinic dates and locations to community calendars.
 - Do an article regarding flu/pneumonia immunizations.



MISSOURI DEPARTMENT OF HEALTH AND SENIOR SERVICES
BUREAU OF GENERAL SERVICES

REQUEST FOR LITERATURE

COMPLETE THE INFORMATION BELOW AND RETURN TO: MISSOURI DEPARTMENT OF HEALTH AND SENIOR SERVICES GENERAL SERVICES WAREHOUSE P.O. BOX 570, JEFFERSON CITY, MO 65102-0570			WAREHOUSE CONTROL NO.	
OR FAX TO: (573) 751-1574				
PLEASE SEND ME THE FOLLOWING LITERATURE:				
QUANTITY* REQUESTED	WAREHOUSE USE ONLY SUPPLIED	STOCK NO.	TITLE (PLEASE LIST <u>EXACT</u> TITLE)	DHSS WAREHOUSE USE ONLY
		1045	If You Have Diabetes, A Flu Shot Could Save Your Life (English Patient Postcard)	
		1046	If You Have Diabetes, A Flu Shot Could Save Your Life (Spanish Patient Postcard)	
		1047	Diabetes & Pneumonia: Get the Facts (English Pneumonia Vaccine Insert)	
		1049	If You Have Diabetes, A Flu Shot Could Save Your Life (English Flu & Pneumonia Brochure)	
		1050	If You Have Diabetes, A Flu Shot Could Save Your Life (Spanish Flu & Pneumonia Brochure)	
		1051	If You Have Diabetes, A Flu Shot Could Save Your Life (English Poster)	
		1052	If You Have Diabetes, A Flu Shot Could Save Your Life (Spanish Poster)	
		418	Dominos (flu poster)	
			Complete and fax or mail this form to: 573-751-1574 DHSS Warehouse	
			323 Veterans Ln Jefferson City, MO 65101-2104	
			Allow several weeks for delivery.	
*THE COST OR A LIMITED STOCK MAY RESTRICT QUANTITIES SUPPLIED.				
THE INFORMATION BELOW MUST BE COMPLETED IN FULL TO PROCESS YOUR REQUEST.				
REQUESTER'S ORGANIZATION NAME				DATE
CONTACT PERSON'S NAME				PHONE NO. ()
SHIPPING ADDRESS (PO BOX HOLDERS MUST INCLUDE STREET ADDRESS FOR UPS DELIVERY)				CITY, STATE, ZIP CODE

FACT SHEET

Influenza & Pneumonia in People With Diabetes

Receiving a vaccine against pneumonia and influenza (flu) is especially important for people with diabetes because they are at increased risk for complications from these illnesses. Each year, thousands of people with diabetes across the nation die with pneumonia or an influenza-like illness.

Risks for People With Diabetes

- People with diabetes are about three times more likely to die with pneumonia or influenza-like illness than people without diabetes.
- According to 2002 & 2003 Behavioral Risk Factor Surveillance System (BRFSS) data, 38.8% of all Missouri adults with diabetes are not immunized against influenza, and 49% are not immunized against pneumococcal disease, the most frequent causes of pneumonia.

Diabetes and Influenza

- Death rates among people with diabetes increase by 5-15% during influenza epidemics.
- The risk of hospitalization increases when additional risk factors exist, including diabetes and other risk factors like the presence of heart disease, renal disease, and older age.

Diabetes and Pneumococcal Disease

- People with diabetes are more likely to be hospitalized or die from pneumococcal disease than those without any risk conditions.

General Statistics

- During the 2003-2004 influenza season, there were more than 17,500 reported laboratory-confirmed influenza cases in Missouri.
- During the 2003-2004 influenza season, more than 3,000 Missourians died due to influenza and pneumonia.
- In 2002, more than 1,600 Missourians were hospitalized with a primary diagnosis of pneumococcal pneumonia and/or influenza in Missouri.
- Persons with diabetes, age 25 to 54, are four times more likely to die from influenza or pneumonia than people of the same age who do not have diabetes.
- People who are at high risk of influenza complications and should get a yearly influenza immunization include: anyone with a chronic or long-term health condition such as diabetes, heart disease, and asthma; adults age 50 or over; infants age 6 months to 23 months; women who will be pregnant during the influenza season; and health-care workers.
- Household contacts or caregivers of adults or children at high risk should also receive a yearly influenza immunization.



August 2004

This fact sheet was supported by Cooperative Agreement Number 03017 Grant Award U32/CCU722693-02-1 from the Centers for Disease Control and Prevention (CDC). Its contents are solely the responsibility of the authors and do not necessarily represent the official views of CDC.

AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER
Services provided on a nondiscriminatory basis.

Alternate forms of this publication for persons with disabilities may be obtained by contacting the Missouri Department of Health and Senior Services at 1-800-316-0935. Hearing impaired citizens telephone 1-800-735-2966.

Flu Vaccine

Facts & Myths



Department of Health
and Human Services
Centers for Disease Control
and Prevention

“People can die from the flu.”

TRUE

Influenza (flu) is a highly infectious disease of the lungs, and it can lead to pneumonia. Each year about 114,000 people in the U.S. are hospitalized and about 36,000 people die because of the flu. Most who die are 65 years and older. But small children less than 2 years old are as likely as those over 65 to have to go to the hospital because of the flu.

“Even if I get flu vaccine, I can still get a mild case of the flu.”

TRUE

The vaccine usually protects most people from the flu. Sometimes a person who receives flu vaccine can get the flu but will be far less sick than without the vaccine. Flu vaccine will not protect you from other viruses that sometimes feel like the flu.

“The side effects are worse than the flu.”

FALSE

The worst side effect you’re likely to get with injectable vaccine is a sore arm. The nasal mist flu vaccine might cause nasal congestion, runny nose, sore throat and cough. The risk of a rare allergic reaction is far less than the risk of severe complications from influenza.

“Not everyone can take flu vaccine.”

TRUE

You might not be able to get this protection if you are allergic to eggs (used in making the vaccine), are very ill with a high fever, or have had a severe reaction to the flu vaccine in the past.

“Only older people need flu vaccine.”

FALSE

Adults and children with conditions like asthma, diabetes, heart disease, and kidney disease need to get flu vaccine. People who are active and healthy can benefit from the protection the flu vaccine offers.

“You must get a flu vaccine before December.”

FALSE

Flu vaccine can be given before or during the flu season. While the best time to get flu vaccine is October or November, getting immunized in December or later can still protect you against the flu.



For more information, ask your health care provider or call the CDC IMMUNIZATION HOTLINE
English **800-232-2522** Español **800-232-0233** Website **www.cdc.gov/nip/flu**

Public Service Announcement Script #1

If you have diabetes or another chronic illness, a flu shot could save your life. For people with diabetes, the flu can be more than aches and pains. It can mean longer illness, hospitalization, and even death. In fact, people with diabetes are nearly three times more likely to die from the flu or pneumonia. Contact your health care provider or local public health agency for dates, times, and places where flu shots are given. This message has been brought to you by the Missouri Department of Health and Senior Services, your local public agency and this station.

Public Service Announcement Script #2

Consider the odds. During flu epidemics, deaths among people with diabetes increase 5–15%. People with diabetes are six times more likely to be hospitalized with flu complications. Each year, tens of thousands of deaths among people with diabetes are associated with influenza and pneumonia. If you have diabetes, a flu shot could save your life. Contact your health care provider or local public health agency for dates, times, and places where flu shots are given. This message has been brought to you by the Missouri Department of Health and Senior Services, your local public health agency and this station.

[Insert Name, Position Here]
[Insert Organization Name Here]
[Insert Telephone Number Here]

For Immediate Release:

For people with diabetes, flu and pneumonia shots can be lifesavers

Getting the flu or pneumonia isn't just about coughs and pains for Missourians with diabetes – it can lead to hospitalization or even death. That's the message issued today by [insert your name, title and organization].

“With the flu season upon us, it is especially important for people with diabetes to get a flu and pneumonia shot,” said [insert your last name]. “These shots are very safe and can mean the difference between life and death.”

According to [insert your last name], people with diabetes are six times more likely to be hospitalized with flu complications during flu epidemics, and are nearly three times more likely to die with flu and pneumonia than people without diabetes. The risk is even higher if patients have other long-term medical conditions, like heart disease or asthma, in addition to their diabetes. [Insert your last name] also recommends that the family or caregivers of a person with diabetes get a flu shot so they stay healthy and don't catch the flu from someone else.

In Missouri, about half of adults over age 18 with diabetes do not get the simple, safe flu shot, and less than half of them are immunized against pneumococcal pneumonia, the cause of the most common form of severe pneumonia.

“Missourians have an increased risk of dying when they do not receive these shots,” said [insert your last name]. “Immunizations against the flu and pneumonia need to be incorporated into the self-management plan of everyone with diabetes.”

The flu virus changes annually, so it is important to get a flu shot every year before or during flu season. One pneumococcal shot, for most people, provides lasting protection, but some people under 65 should ask their health-care provider about the need for a second shot 5–10 years after their first. People should contact their health-care provider or local public health agency for information on where and when to receive flu and pneumonia shots.

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[Insert Name, Position Here]
[Insert Organization Name Here]
[Insert Telephone Number Here]

For Immediate Release:

State's health community targets flu message at young Missourians
Flu and pneumonia shots critical for those with chronic diseases

Officials with [insert your organization name] are encouraging younger Missourians with diabetes or other chronic diseases to get a flu and pneumonia shot. Until recently, that message was specifically directed to older Missourians.

“National data reveals that people with diabetes, ages 25 to 54, are four times more likely to die of the flu or pneumonia than people of the same age who do not have diabetes,” said [insert your name, title and organization]. “These younger Missourians may not know they are at such a risk for death.”

During the 2003-2004 influenza season, 3,448 Missourians died due to influenza and pneumonia, and many more are hospitalized. The risk of hospitalization and death increases when additional risk factors exist, like diabetes, heart disease, renal disease, or older age.

“Getting the flu or pneumonia isn’t just about coughs and pains for Missourians with diabetes – it can lead to hospitalization or death,” said [insert your name, title and organization].

In Missouri, about half of adults over age 18 with diabetes do not get the simple, safe flu shot, and less than half are immunized against pneumococcal pneumonia, the cause of the most common form of severe pneumonia.

“Missourians have an increased risk of dying when they do not receive these shots,” said [insert your last name]. “Immunizations against the flu and pneumonia need to be incorporated into the self-management plan of everyone with diabetes.”

The flu virus changes annually, so it is important to get a flu shot every year before or during the flu season. One pneumococcal shot, for most people, provides lasting protection, but some people under 65 should ask their doctor about the need for a second shot 5–10 years after their first. People should contact their health-care provider or local public health agency for information on where and when to receive flu and pneumonia shots.

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Other Flu/Pneumonia Immunization Campaign Resources

CDC “Life Preserver” Campaign Materials



In addition to the eight types of material available through the department warehouse, there are numerous other “Life Preserver” campaign materials available through CDC’s Diabetes and Flu/Pneumococcal Campaign website at <http://www.cdc.gov/diabetes/projects/consumer.htm>.

These other campaign materials are not available in hard copy, but can be downloaded in electronic format from the website.

CDC Flu Gallery: Patient-Education Materials

The CDC Flu Gallery contains numerous flu campaign materials you might find useful.

Check out the Flu Gallery patient education materials at

<http://www.cdc.gov/flu/professionals/flugallery/index.htm>.

Immunization Action Coalition

The Immunization Action Coalition website is an excellent resource for influenza and pneumonia immunization information. The website also has numerous links to other immunization web resources. The website address is

<http://www.immunize.org/resources/index.htm>.

National Foundation for Infectious Diseases

The National Foundation for Infectious Diseases website has fact sheets and other information on influenza. The web address is <http://www.nfid.org>.